

NOS Regional Programs & Coordination

Management and Opportunities

- Continue growth of regional outreach and coordination of regional field representatives and facilities
- Invest in new initiatives and programs to enhance national ocean service missions



Regional Client Growth and Demand

- Growth in Marine Transportation
- Greater Reliance on Real Time Navigation Aids
- Tremendous Growth in Public and local Government Reliance on NOS Storm and Hazard Information
- Growing Reliance on Global Positioning Systems for Commercial-Recreational Use
- Growing State and Coastal Community Demand to Deal with Population Growth, Coastal Loss, and Sea Level Rise
- Growth in Spill Response, Cleanup and Restoration of Coastal Areas

Challenge: Someone will Meet the Need

- Coastal and ocean areas are a focus for regional and local attention for many institutions
- Other Federal Agencies with Differing Agency Mission and Goals
- State and Local Governments without national perspective or external cooperation or coordination



We Have Turned the Corner

- We have created an identity and organization that is increasingly local
- We have real and virtual presence across the country, and the world
- The time is at hand to step out to local support, local congressional involvement and local program building

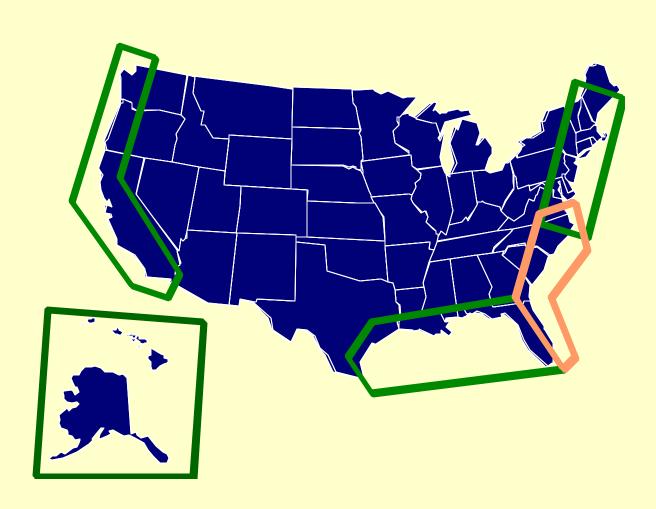


Positioning Ourselves

- Regionalization is Driving Force in Other Organizations in and out of NOAA,
- ☼ NMFS,
- ⋄ NWS,
- · USGS,
- MTS Report Recommendation,
- ⋄ NGOs,
 - ⇔ AWO,
 - □ NFWF



Where To Go First?



First

- Grow our local/regional identity
- Create a better understanding of who we are, where we are and what each of us can offer
- Use each office's local presence and skills and contacts to enhance all of our efforts
- Expand our support of our programs by working with our users, congressional offices and fellow agencies in local settings
- Listen to our constituents about their local needs

Second

- Use each program initiative and opportunity to capitalize on NOS presence
- Enhance the value of holdings
 - NOS reserves and sanctuaries
- Promote the value of our management programs
 - The CZM program in providing service and technical support
- Grow/promote the value of our services
 - Nautical charts, our PORTS program, and our world class expertise in GPS and surveying

Look for the Opportunities

- Expand the NOS outreach and corporate image
 - The Coastal Service Center, NOS coordination program and NGS advisor/coordinator program
- Foster our expanding scientific and cooperative institutes nationally
 - New Hampshire
 - Beaufort
 - Charleston
- Look forward at the national landscape
 - Political
 - Coastal hazards- storms, spills, algal bloom contaminations
 - Other user needs

Realities

- Funding
- Identities/jurisdictional issues
- Our infrastructure
- Focus on the local need/challenges

"Play What We Got to Where We Make it Count the Most"

Technologies

- Remote sensing
- GIS and training
- Electronic nautical charting
- Advanced chemical analysis capabilities
 - Web based tools
 - Web casting
 - Web talk forums
 - Web based data sharing



Use of the Web

- Increasing our capacity for communications
- Using one mechanism for communicating within NOS and among our partners, customers and the public
- Using it for local and regional support



November 8-12, 1999. A bottlenose dolphin live capture event was conducted by the Living Marine Resources Branch of NOAA National Ocean Service Center for Coastal Ecosystem Health and Biomolecular Research (CCEHBR) and the Cetacean and Sea Turtle Team of the NOAA's Beaufort Laboratory. The live capture operation supports research efforts towards determining the health and stock structure of the U.S. Atlantic coastal bottlenose dolphins. A total of 12 animals were captured, sampled and released near Beaufort, NC: five in estuarine waters and seven along oceanfront beaches. A multitude of samples were collected from each

Programs

For NOS

HOS Mission

Education &

Outreach

Employees

Contact NOS

animal for health assessment protocols, genetic and contaminant analyses, biomarker indices. aging, cell culture studies and life history studies. Satellite-linked transmitters were deployed on four animals and VHF radio transmitters on another three animals. Tracking activities will continue for the next several

NOAA's State of the Coast

NOS MapFinder

National Marine Sanctuaries

Sustainable Seas Expeditions

Nautical Charts

Tidal & Current Information

Aeronautical Charts

Oil & Chemical Releases

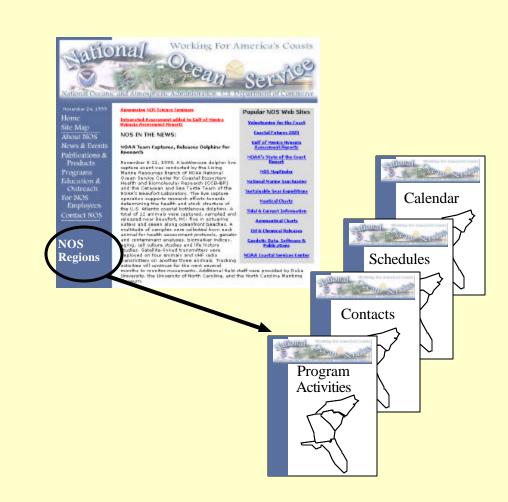
Geodetic Data, Software & Publications

NOAA Coastal Services Center

months to monitor movements. Additional field staff were provided by Duke University, the University of North Carolina, and the North Carolina Maritime

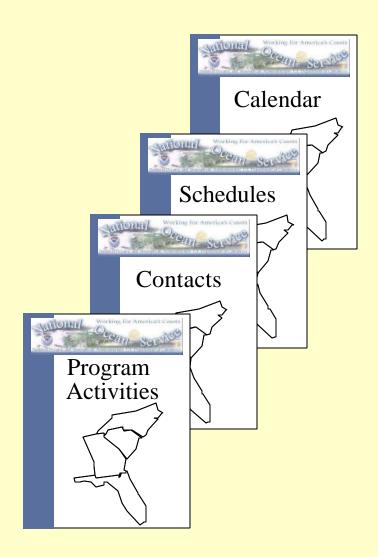
Grow our Communications

- Add links to the region from the NOS Web Site
- Customize
 regional pages
 to meet the
 needs of each
 region



Grow our Communications

- Prototype and Test a Series of Web Pages Designed for each Region
- Appropriately Links to the NOS Home and Program Office Web Pages
- Includes Location and Contact Information of each Regional/Field Office



Grow our Communications

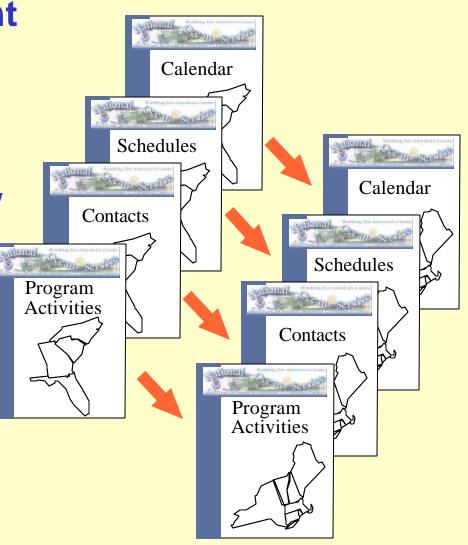
Field Test and Implement Regional Pages

 Release a prototype regional site for one region for internal review (Feb/Mar)

Make corrections/ changes (Jul/Aug)

Launch the final product (Oct/Nov)

Develop pages for other regions (Oct/Nov)



Learn, Grow, Move Forward



NOS Regional Programs & Coordination November 29, 1999